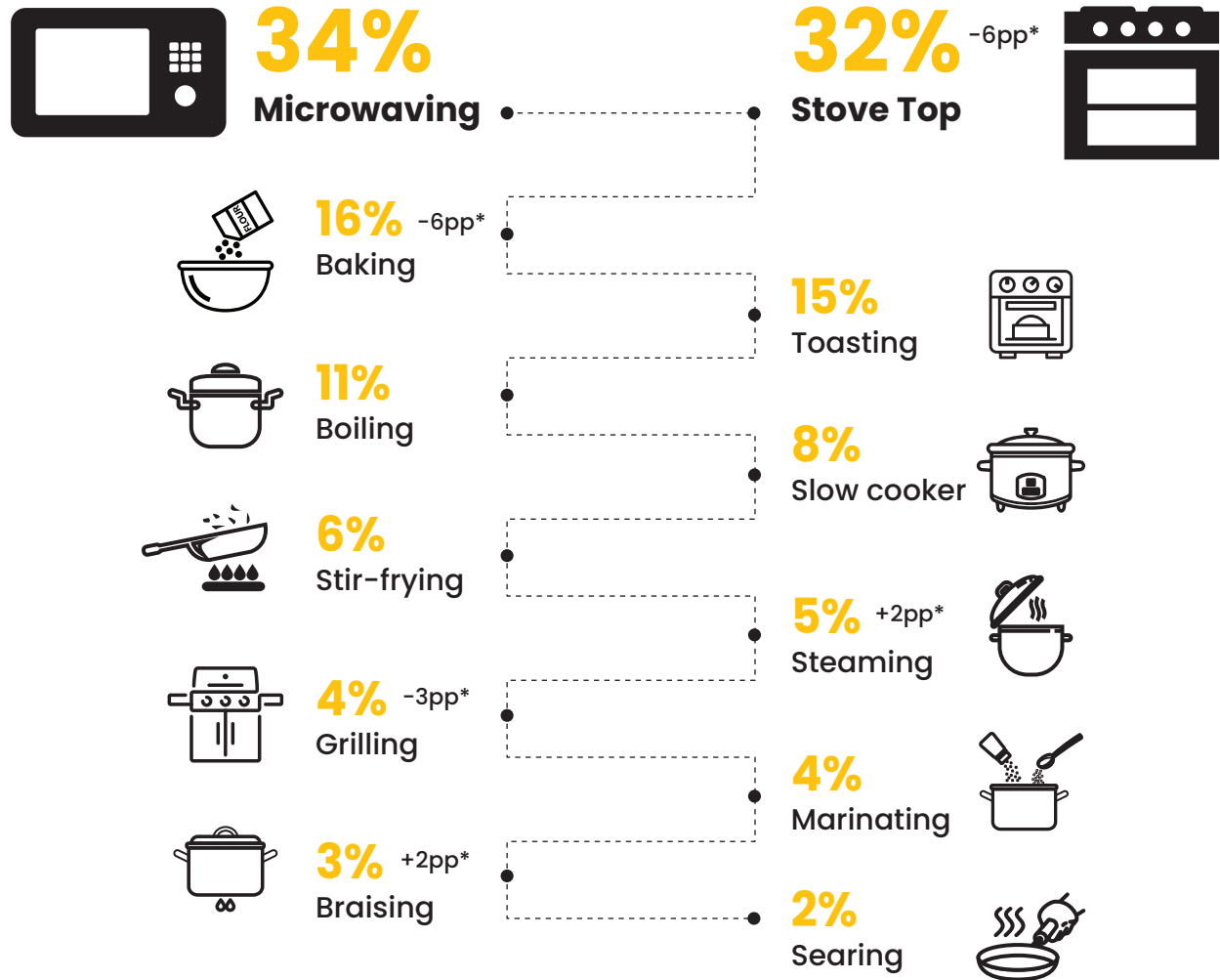


# Changing Role of Meals and Cooking in America: **Consumer as Chef**

From heating up leftovers to cooking from scratch, the pandemic has altered how consumers prepare meals today. Comparing spring 2021 to spring 2020, among occasions that involved heating and cooking foods, microwaving was most popular and cooking on stove tops, and baking showed a decline.



\* percent increase/decrease, spring 2021 data trended to spring 2020 data

Source: *Redefining Normal: Spring 2021 Eating Occasions* report

High levels of cooking engagement witnessed early on in 2020 have declined as cooking fatigue set in and consumers became more comfortable sourcing from food service.

## Where is cooking and meal behavior going next?

Find out in The Hartman Group's *At the Dining Table 2021: American Meals and Cooking* syndicated study which aims to provide food manufacturers, retailers, distributors and restaurants with an in-depth view of how to best help consumers achieve the meals they desire to have. Visit our website to learn more: [www.hartman-group.com](http://www.hartman-group.com)